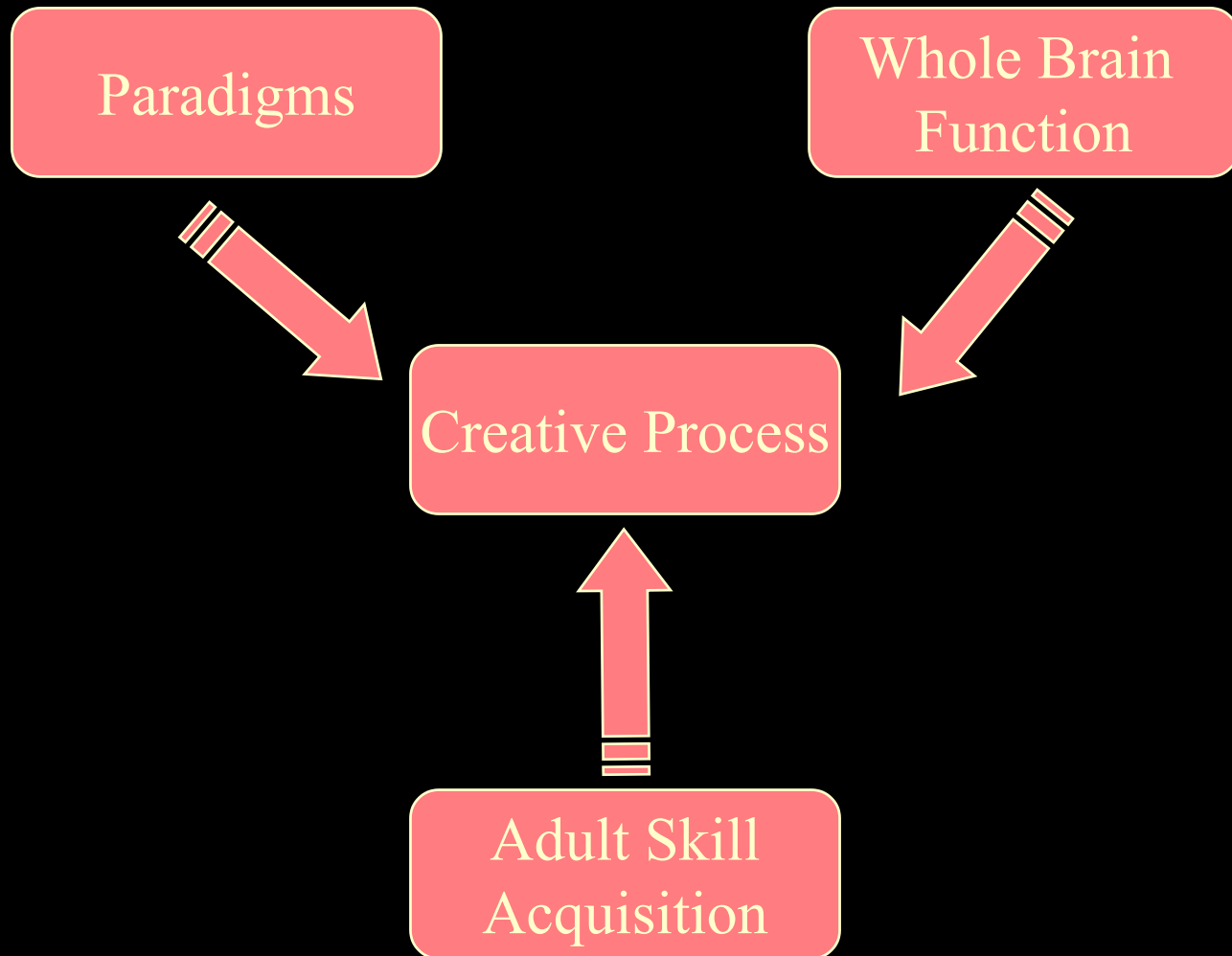
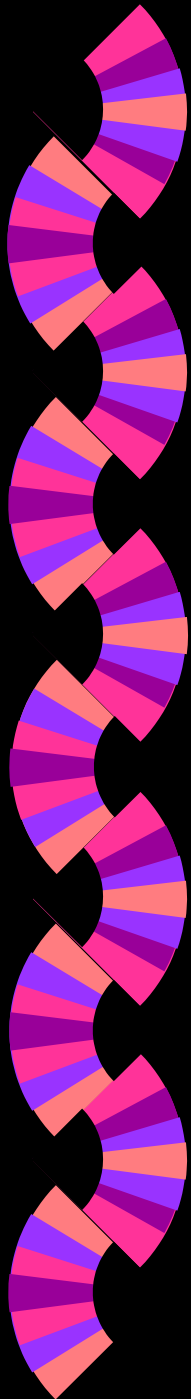
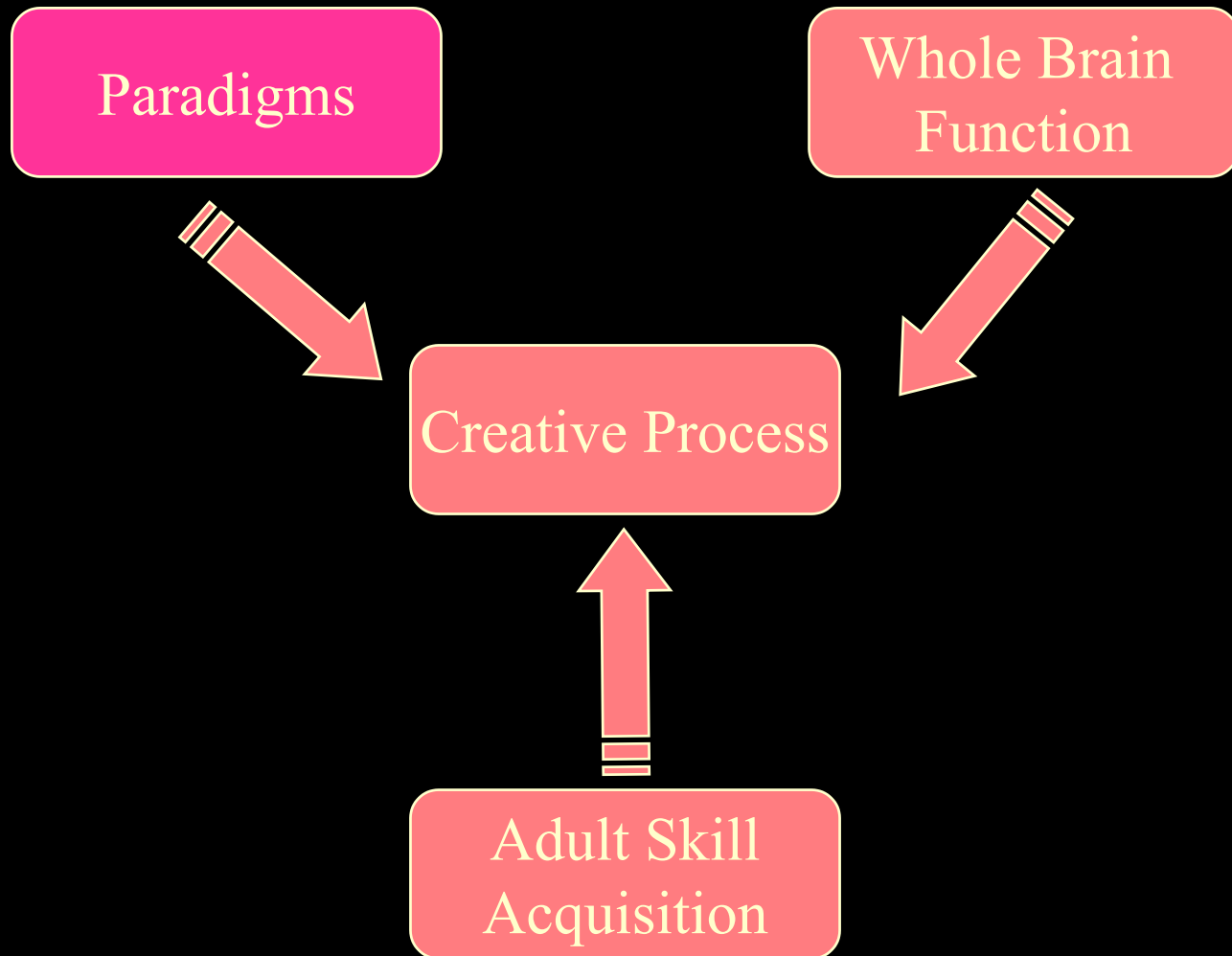
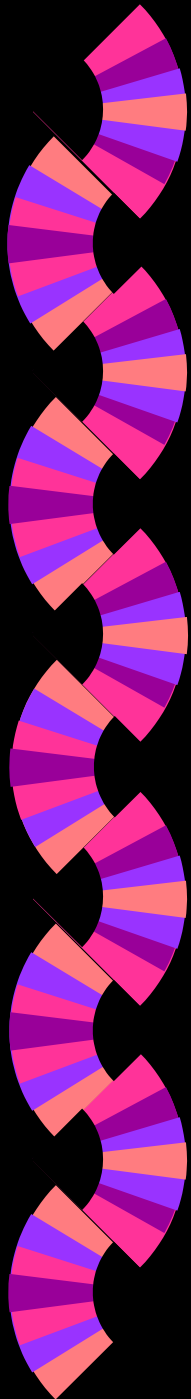




Insights Into the Creative Process

Glocal Vantage, Inc.



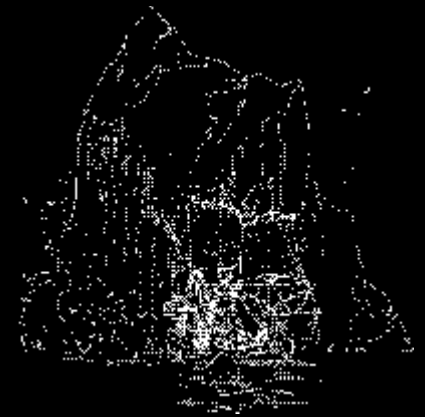




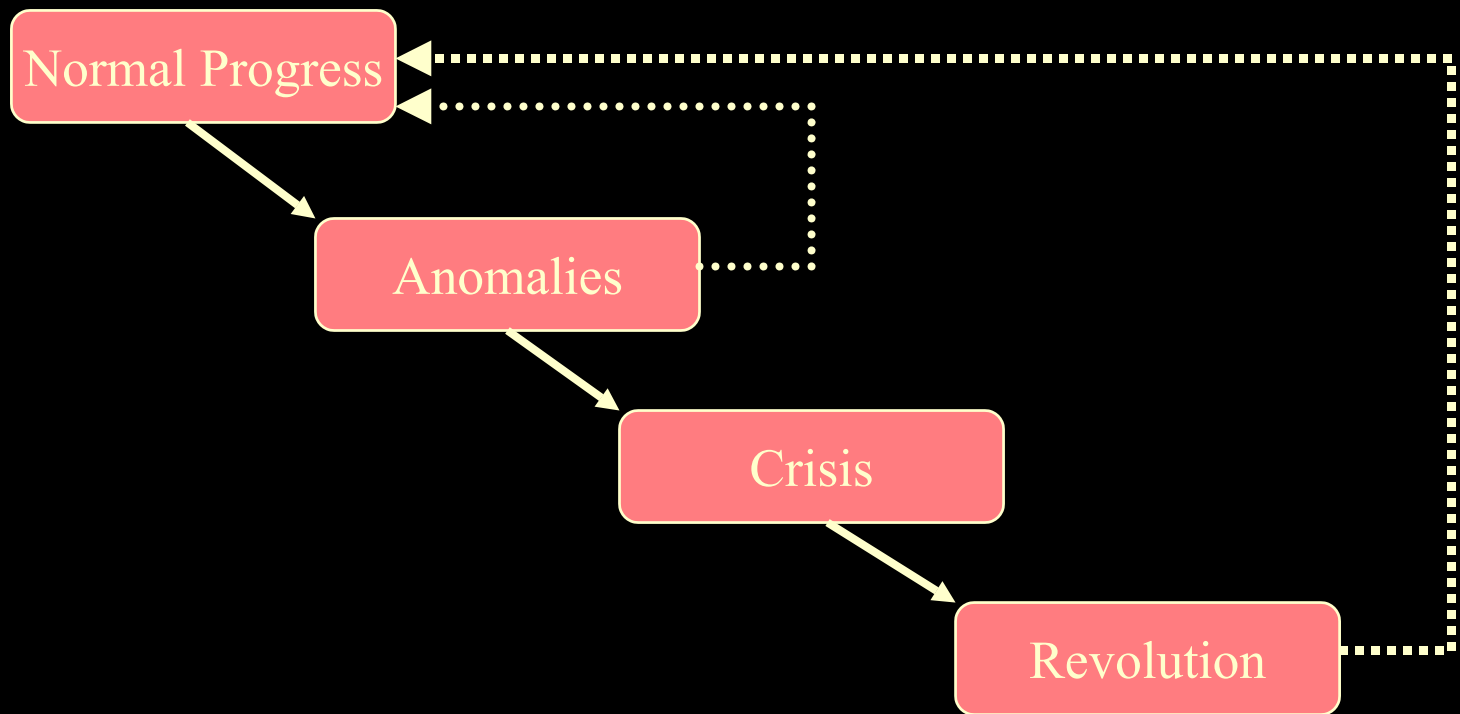
Paradigm

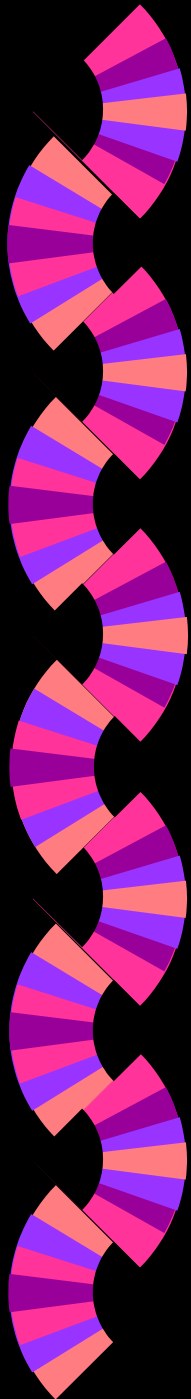
- ▶ Example
- ▶ Pattern
- ▶ Set of rules
- ▶ Beliefs
- ▶ Perceptions
- ▶ Values
- ▶ Standards
- ▶ Procedures
- ▶ Theories

The Franklin Paradigm

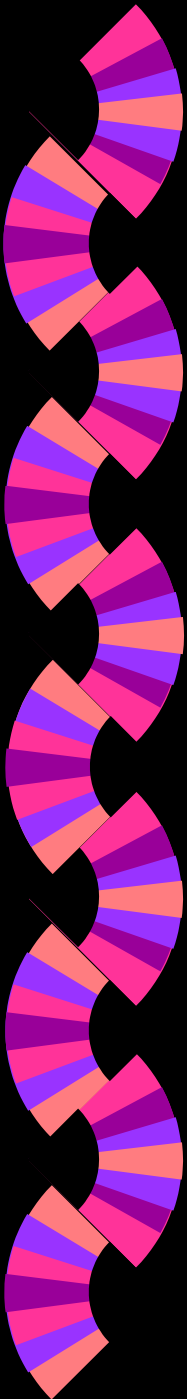


Paradigms

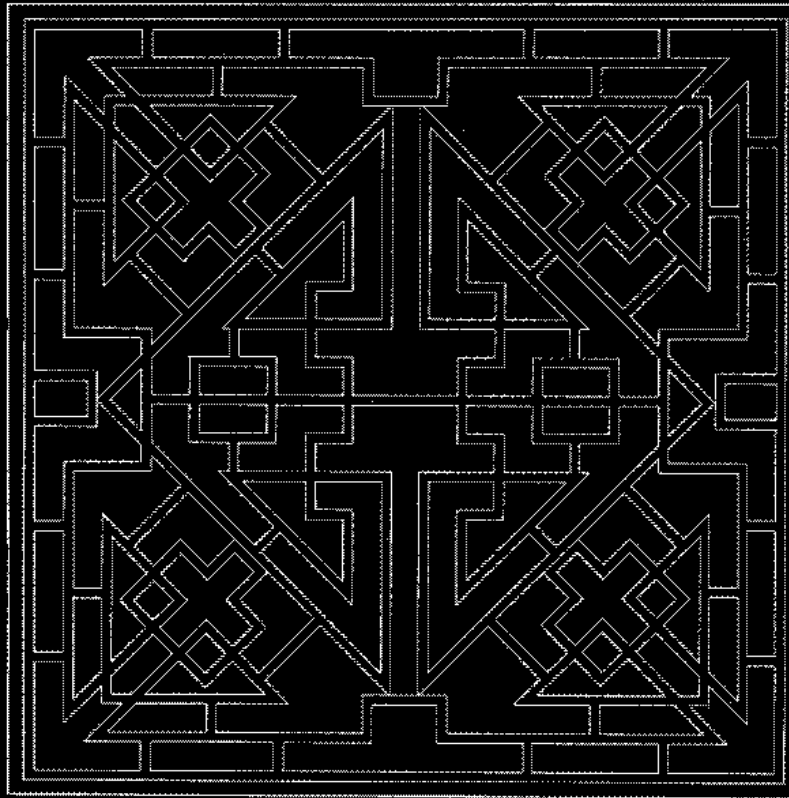




A profound discovery which is essentially an inconsistency in the system causes a reorganization of the whole thing. And that reorganization is the central act of imagination.
Jacob Bronowski



Normal Progress = Puzzle Solving





Normal Progress

- Behavior is consistent with the past
- Shared paradigm
- Solving a problem is achieving the anticipated in a new way
- Individuals are driven by the challenge of the puzzle
- Problems are assumed to have solutions
- Highly cumulative enterprise
- Formation of specialized groups and activities
- Leads to rigidity & resistance to change



Anomalies

- Disagreements between observations and paradigm
- Some solved by minor positive changes to paradigm
- Others are set aside



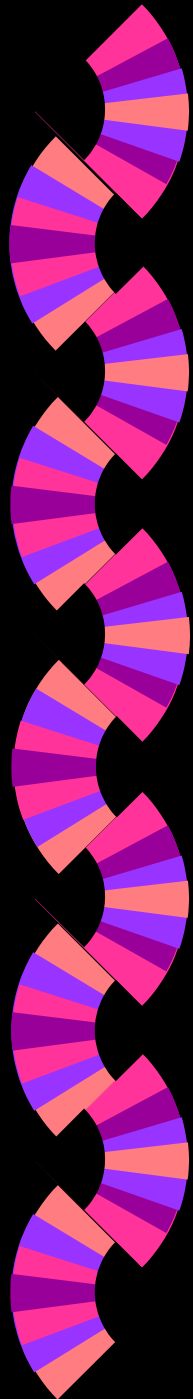
Crisis

- Collection of anomalies
- Discovery of a destructive anomaly

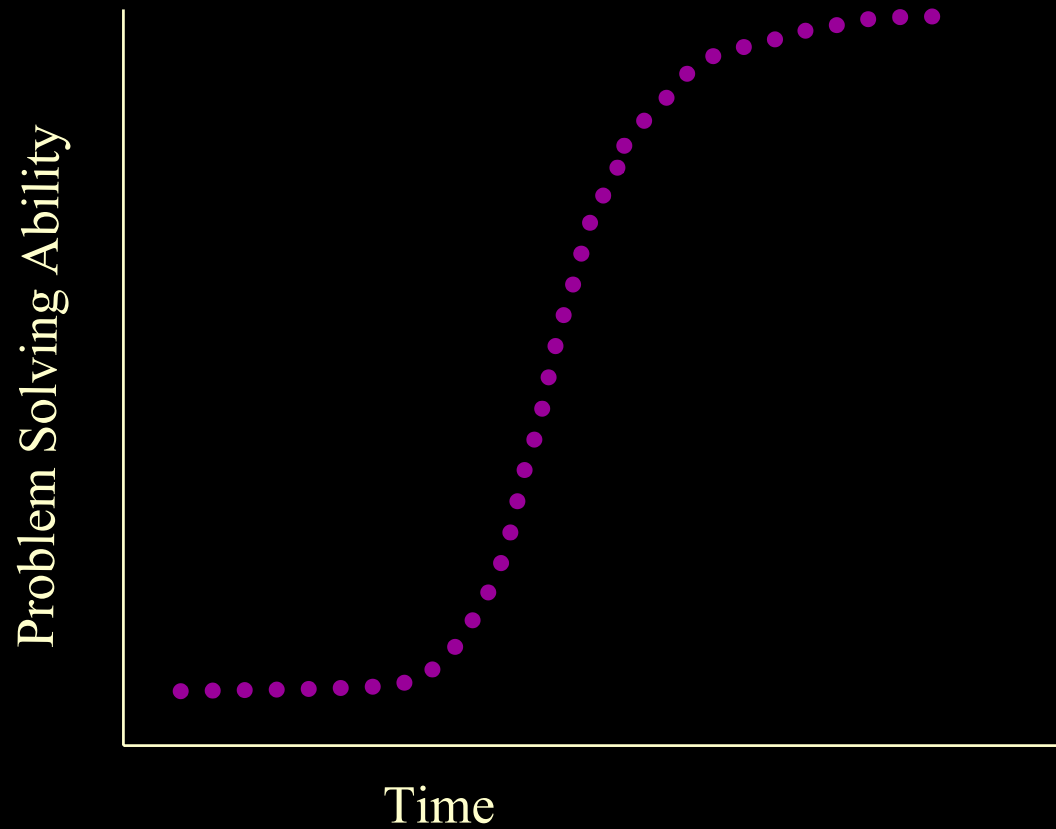


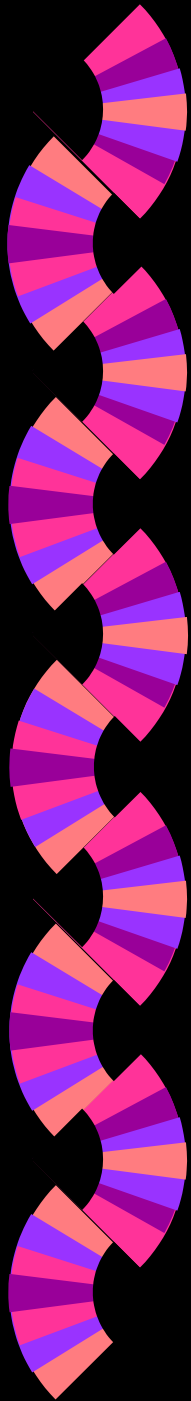
Revolution

- ▶ Begin to lose faith and consider alternatives
- ▶ One paradigm is rejected only when another one is available
- ▶ Judgement to reject old & accept new
 - Comparison with world
 - Comparison with each other
- ▶ Defenders of old can always point to problems that new paradigm has not solved but is easy for the old
- ▶ Decision to switch is ultimately based not on the past achievements but on future promise
- ▶ History is rewritten

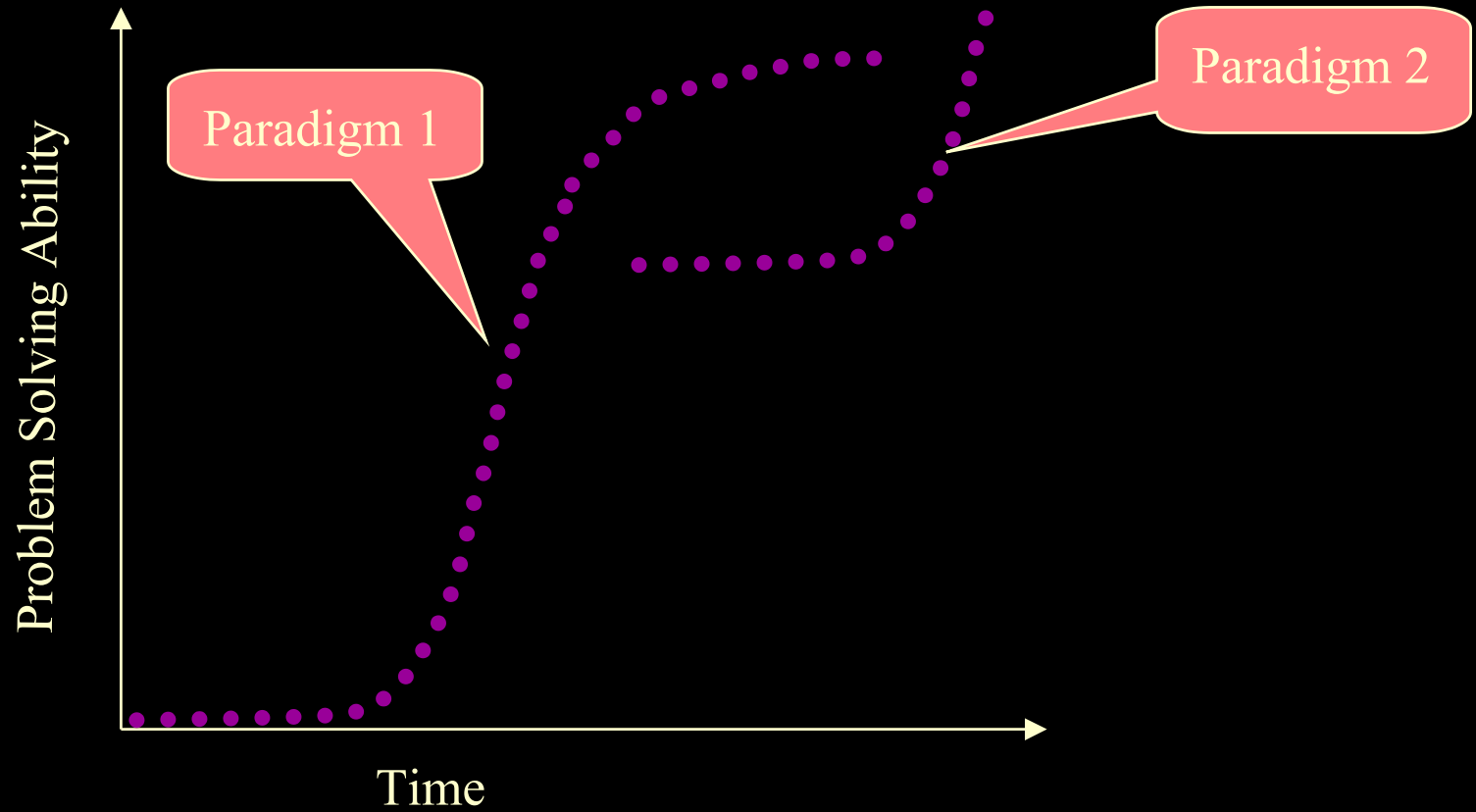


S Curves





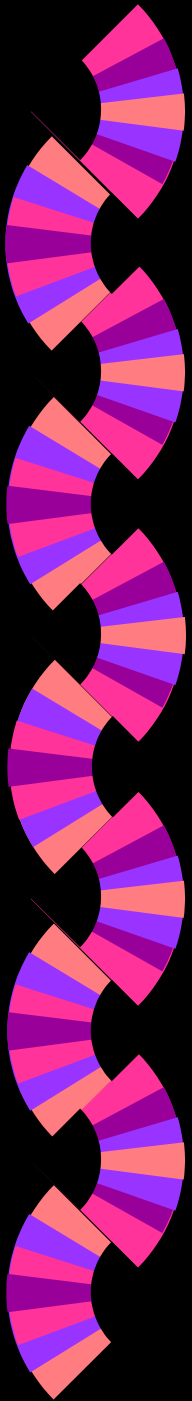
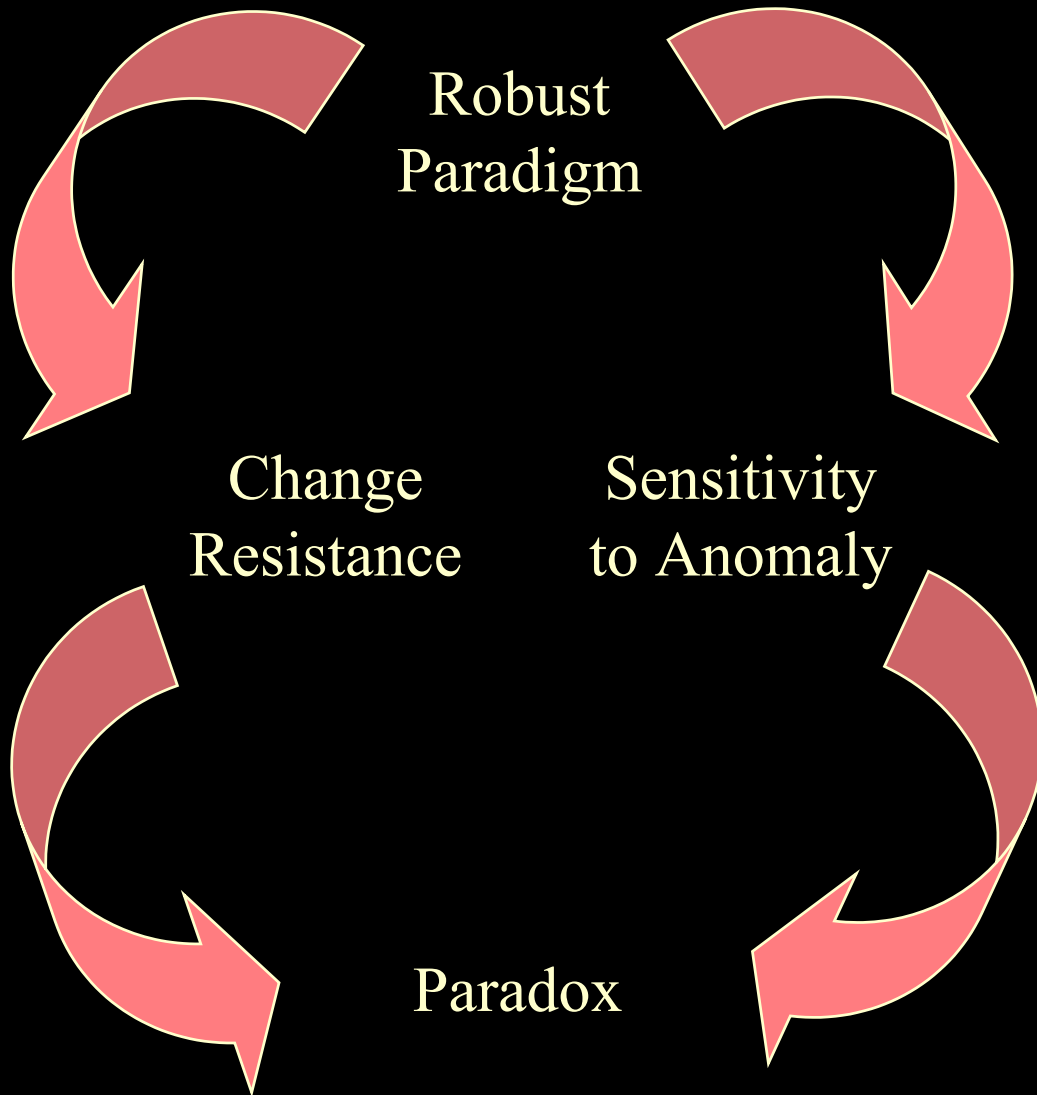
S Curves

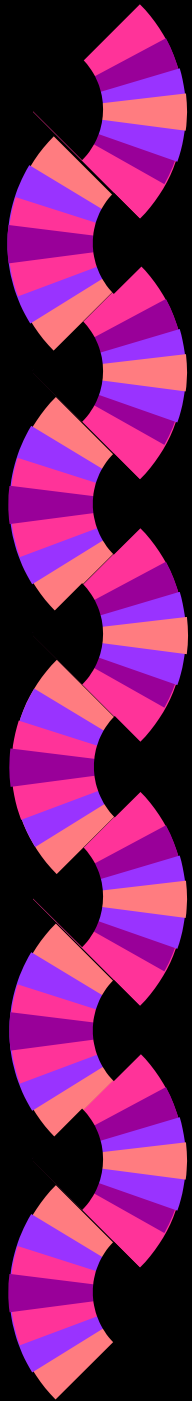




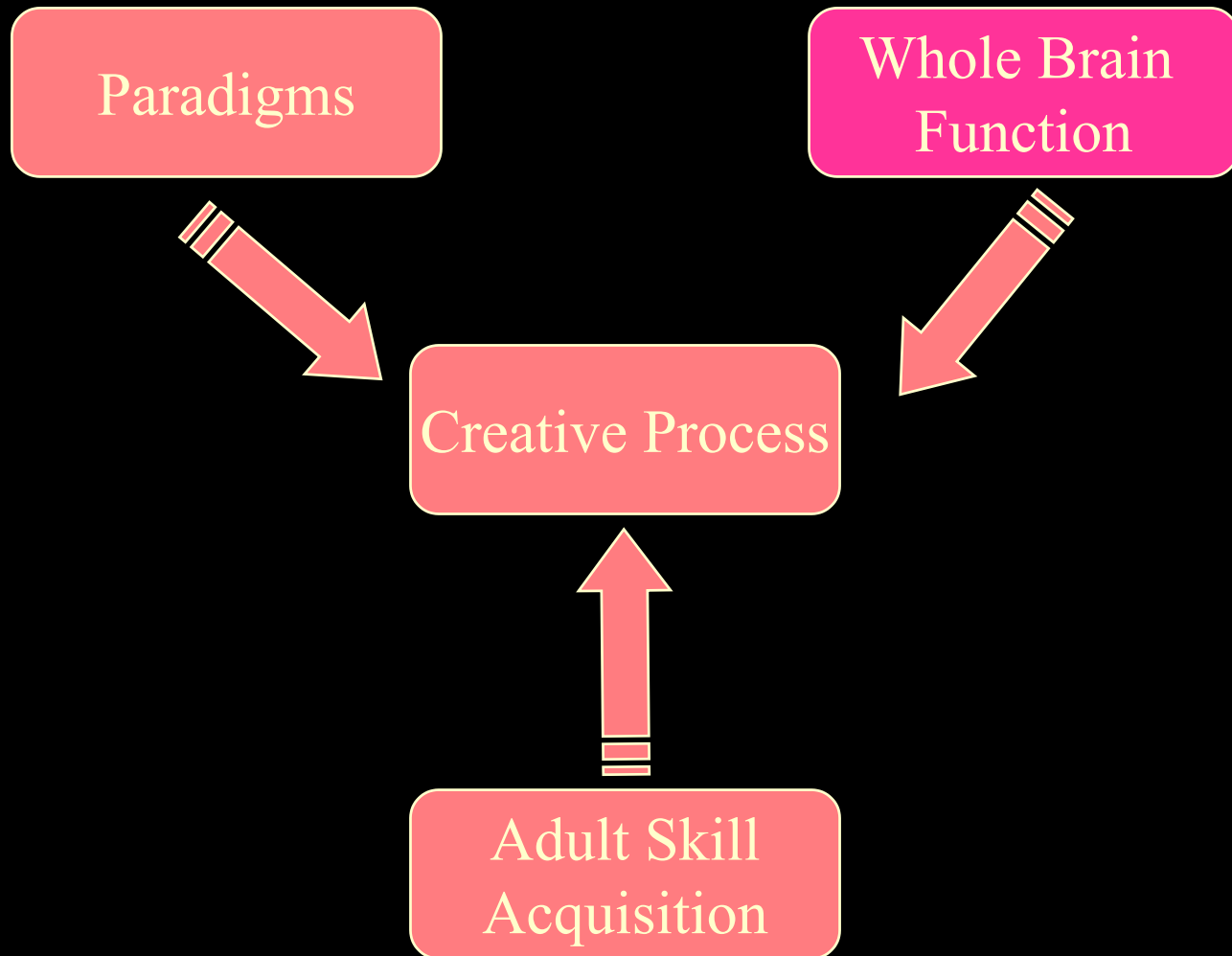
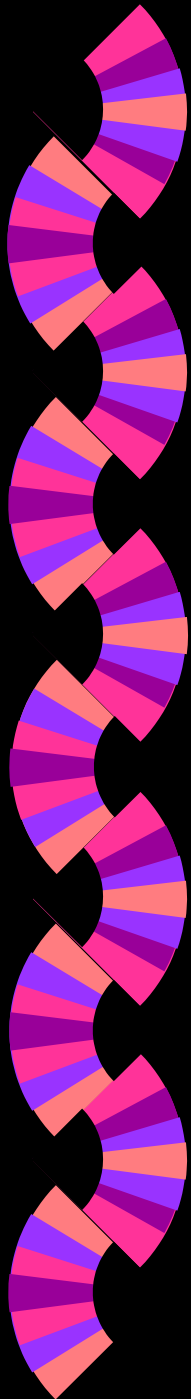
Paradigm Paradox

Anomaly exists only against
the background of the paradigm.





Truth emerges more readily
from error than from confusion.
Francis Bacon



Whole Brain Function

■ L Mode

- A shoot of the sporophyte of a higher plant that is modified for reproduction and consists of a structured axis bearing modified leaves.

■ R Mode

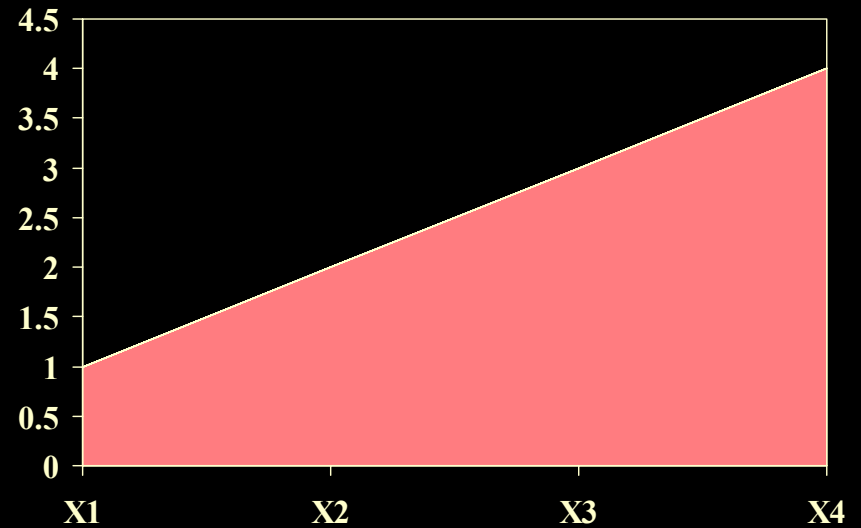


Whole Brain Function

■ L Mode

- $y = mx + b$

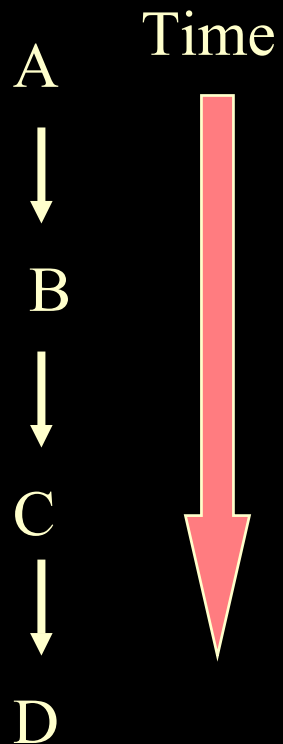
■ R Mode



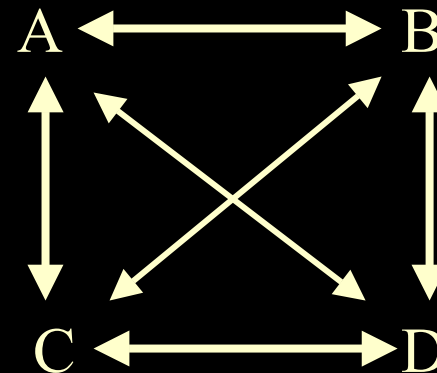


Whole Brain Function

■ L Mode



■ R Mode





Whole Brain Function

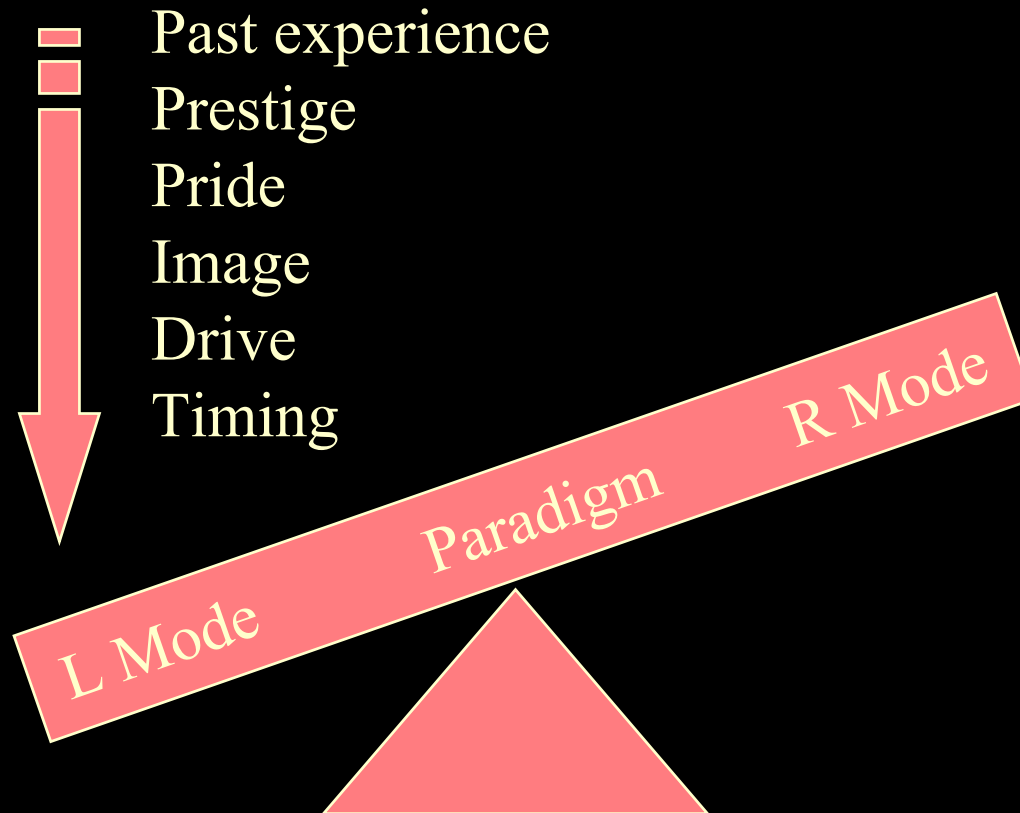
• L Mode

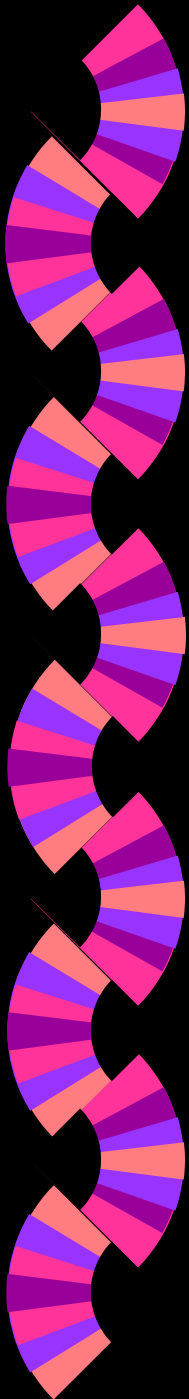
- Verbal
- Analytic
- Symbolic
- Abstract
- Temporal
- Rational
- Digital
- Logical
- Linear

• R Mode

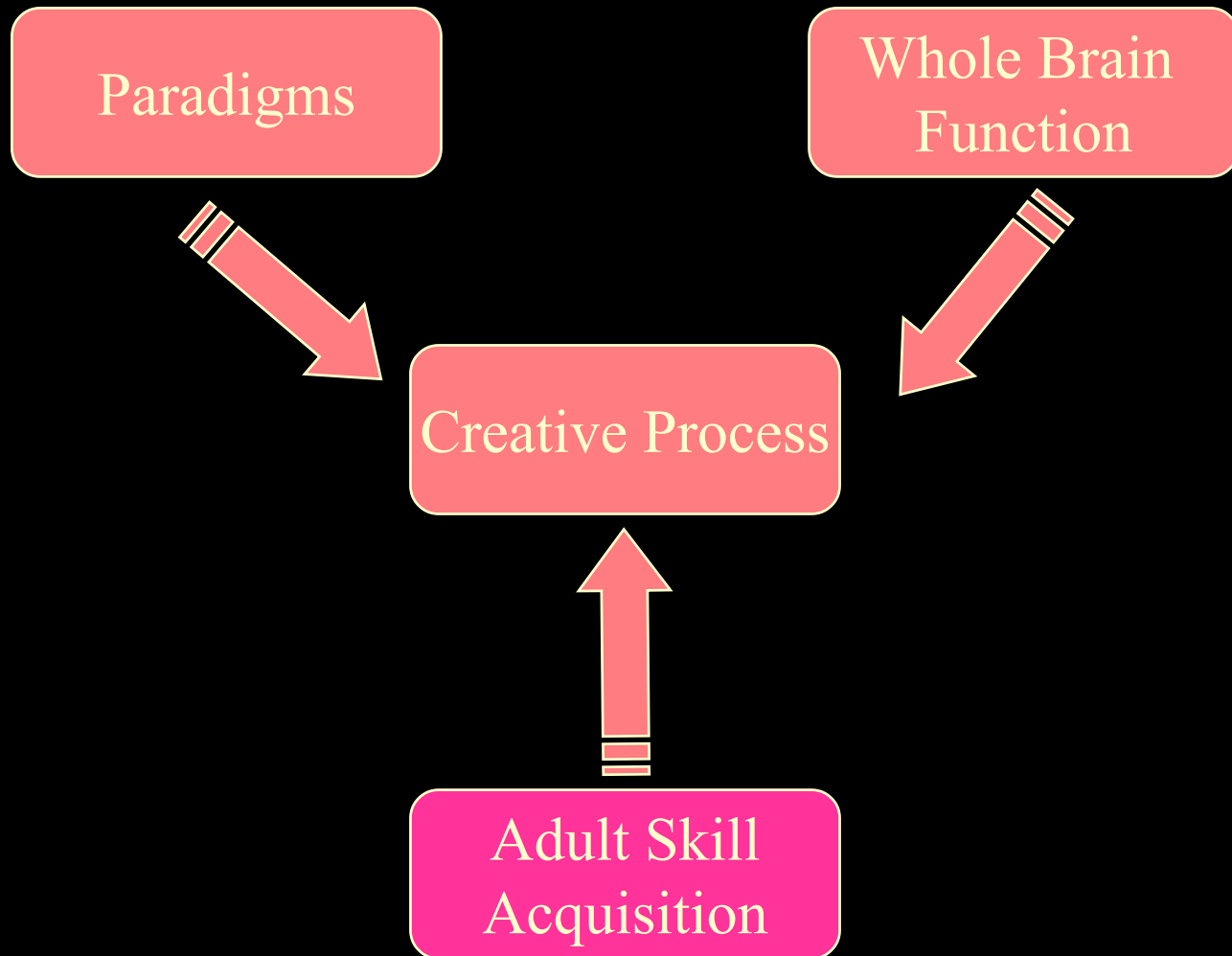
- Nonverbal
- Synthetic
- Concrete
- Analogical
- Non-temporal
- Non-rational
- Spatial
- Intuitive
- Holistic

Franklin Paradigm



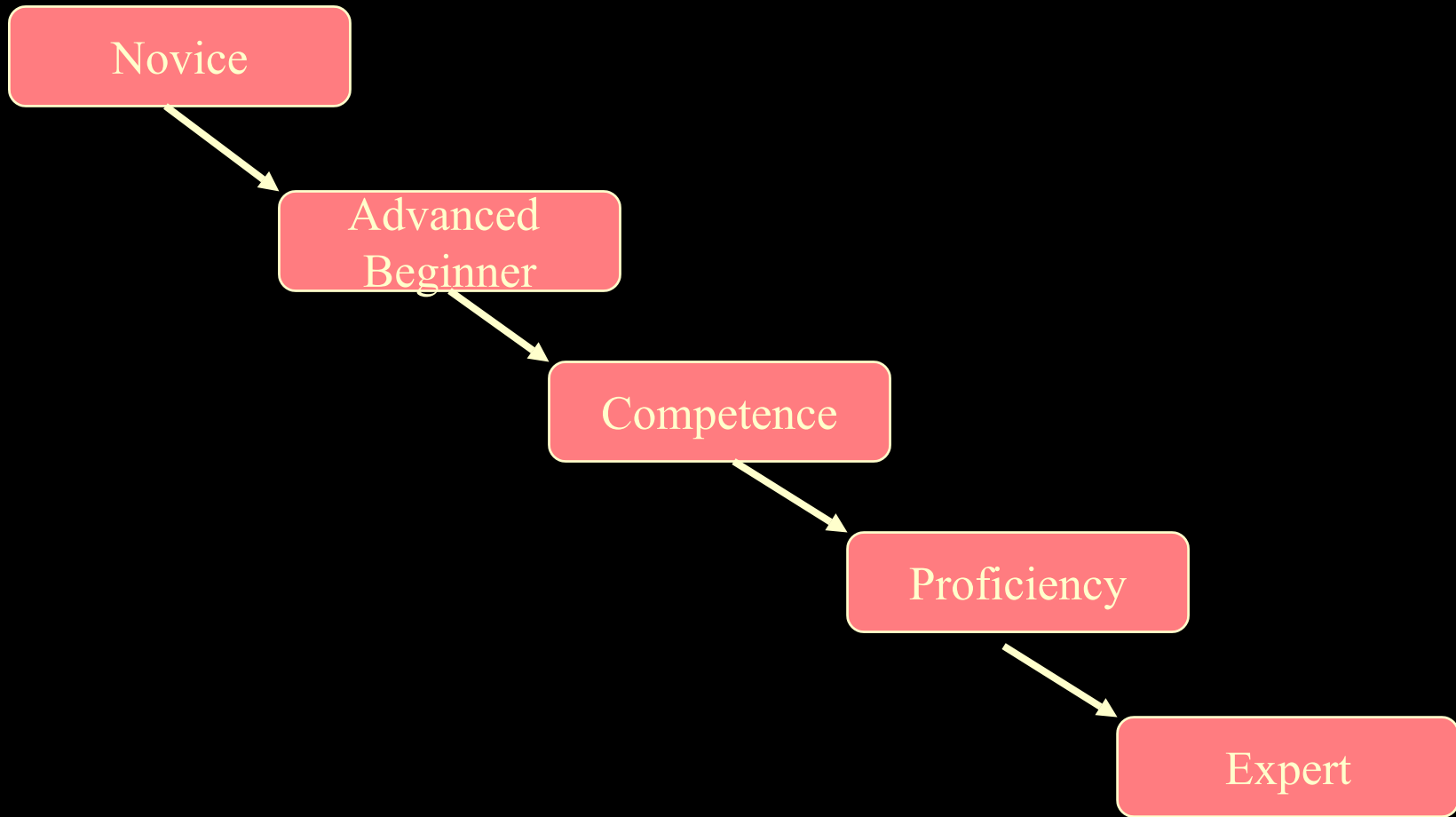


He who has collected
the most toys
when he dies
wins!





Adult Skill Acquisition





Novice

- Objective features
- Rules
- Context free descriptions
- Performance judged on how well rules are followed
- Exercise of skill at this level is demanding of full concentration



Advanced Beginner

- Situational aspects begin to be considered
- Communication by examples



Competence

- Increased experience renders previous strategies unworkable
- Goal oriented
- Focus on relevant features
- Develop a plan
- Become involved



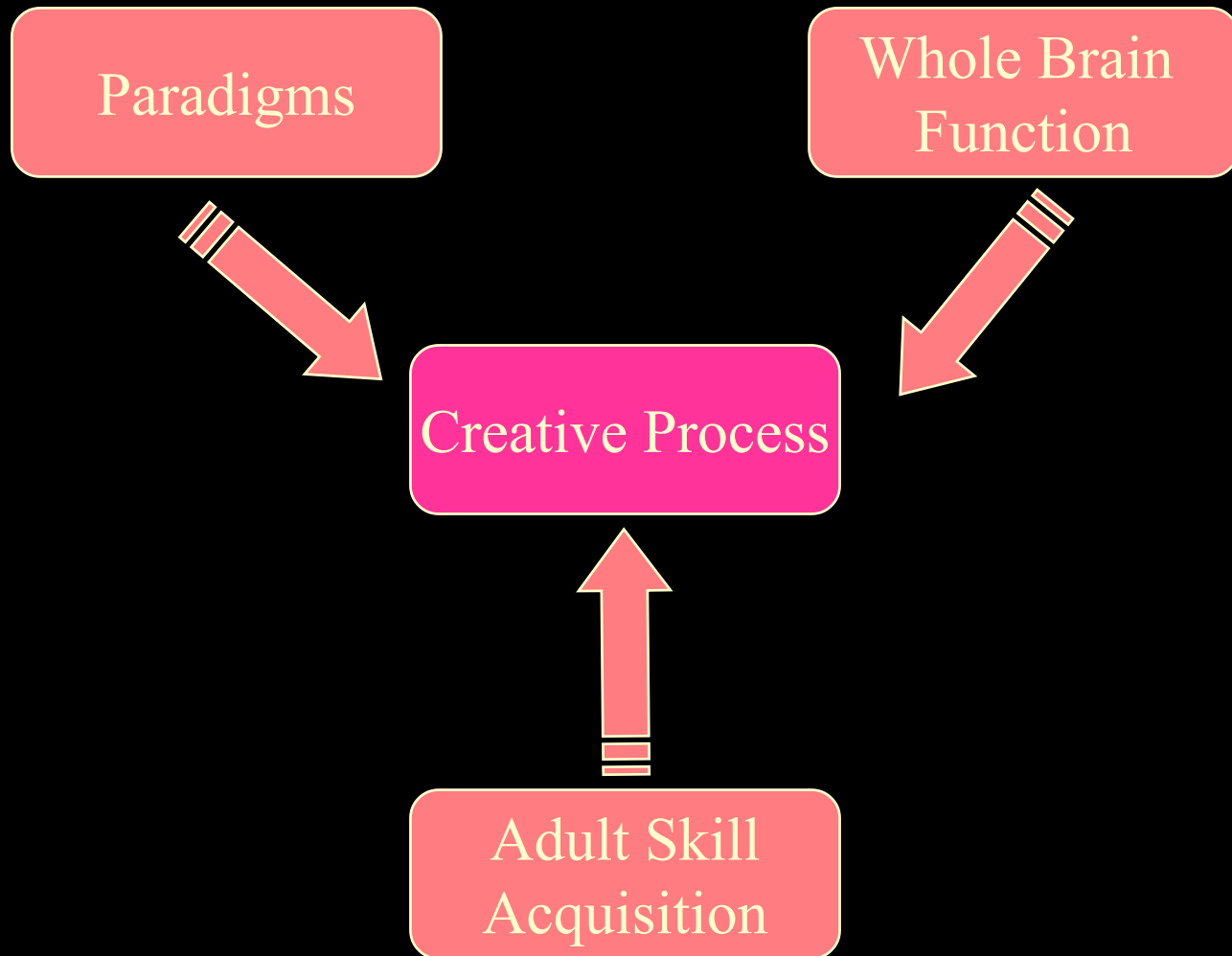
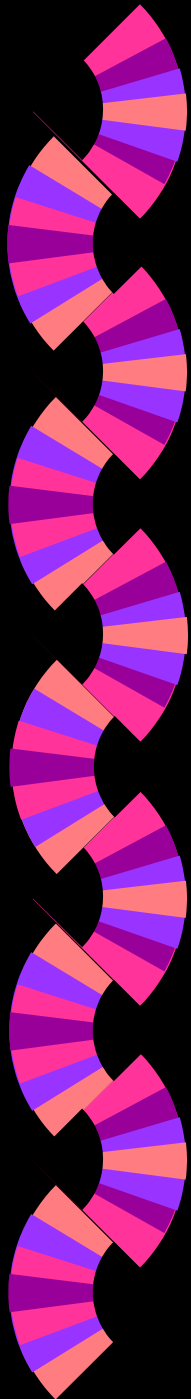
Proficiency

- Intuitive understanding
- Develop organization and structure
- Thinks analytical about what to do



Expertise

- Performs appropriate actions
- No problem solving
- No reasoning





Skill Acquisition

Novice



Advanced Beginner



Competence



Proficiency



Expertise

Paradigm Progress

Normal Progress



Anomalies



Crisis



Revolution

Thinking

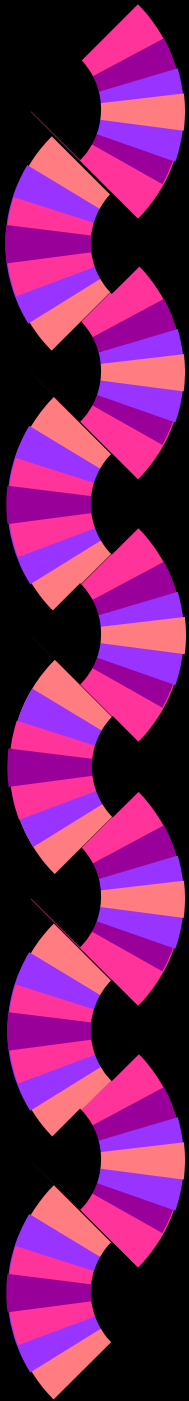
Non Creative



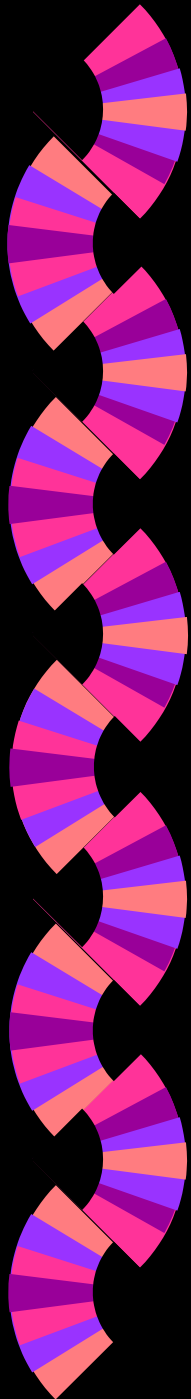
Puzzle Solving



Creative

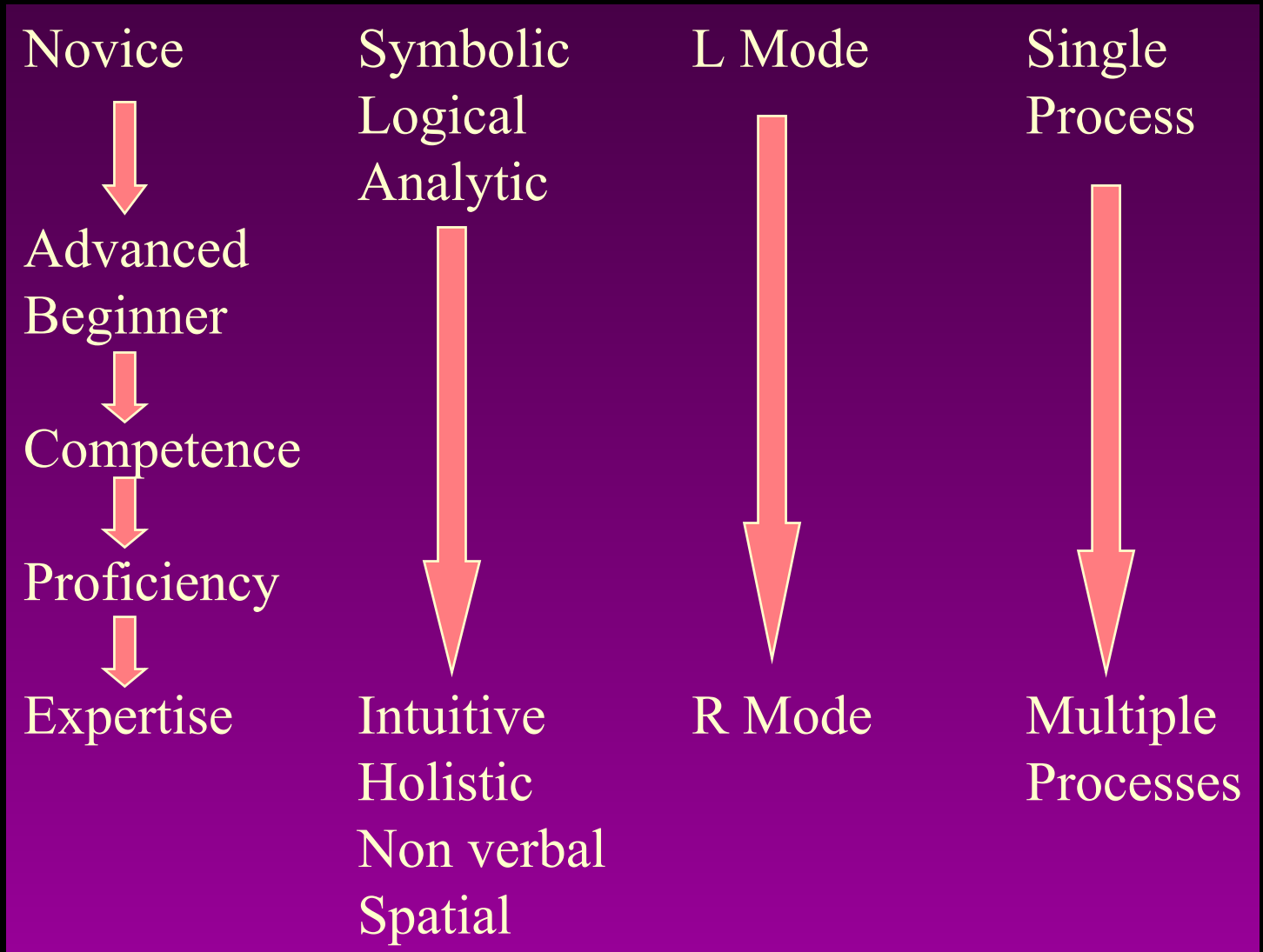


What type of activity are you
engaging in when you get your
creative ideas?

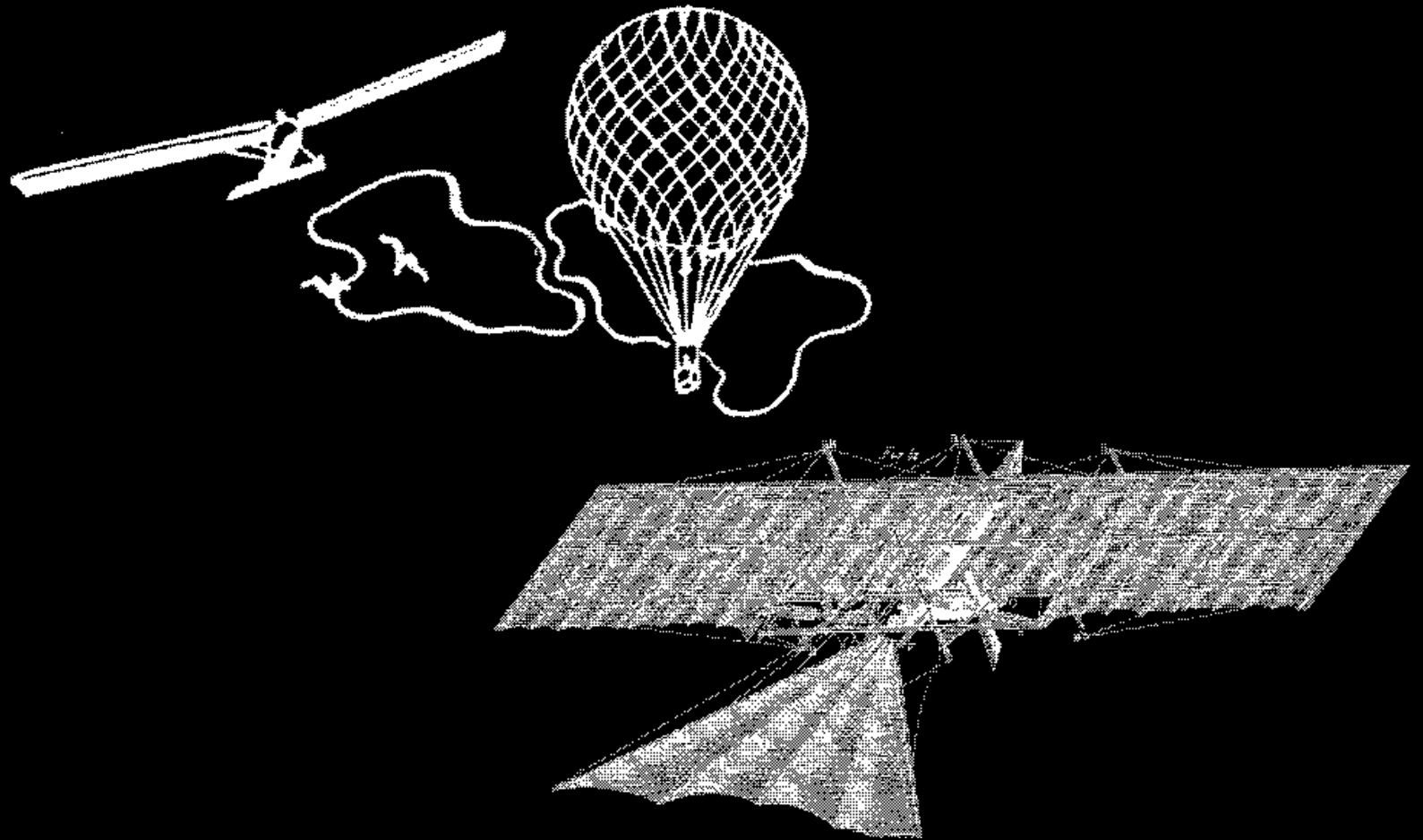


Skill Acquisition

Thinking Characteristics



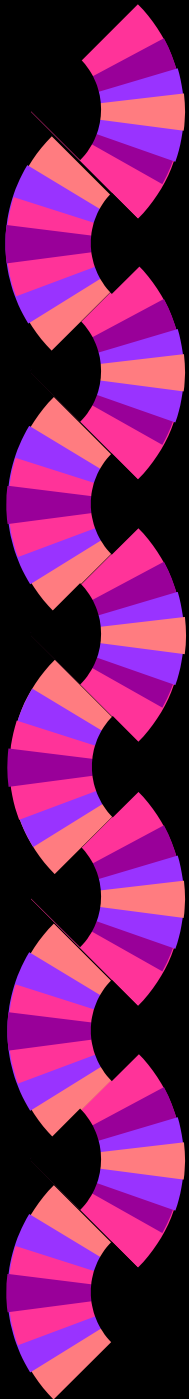
The Gossamer Albatross





Lessons

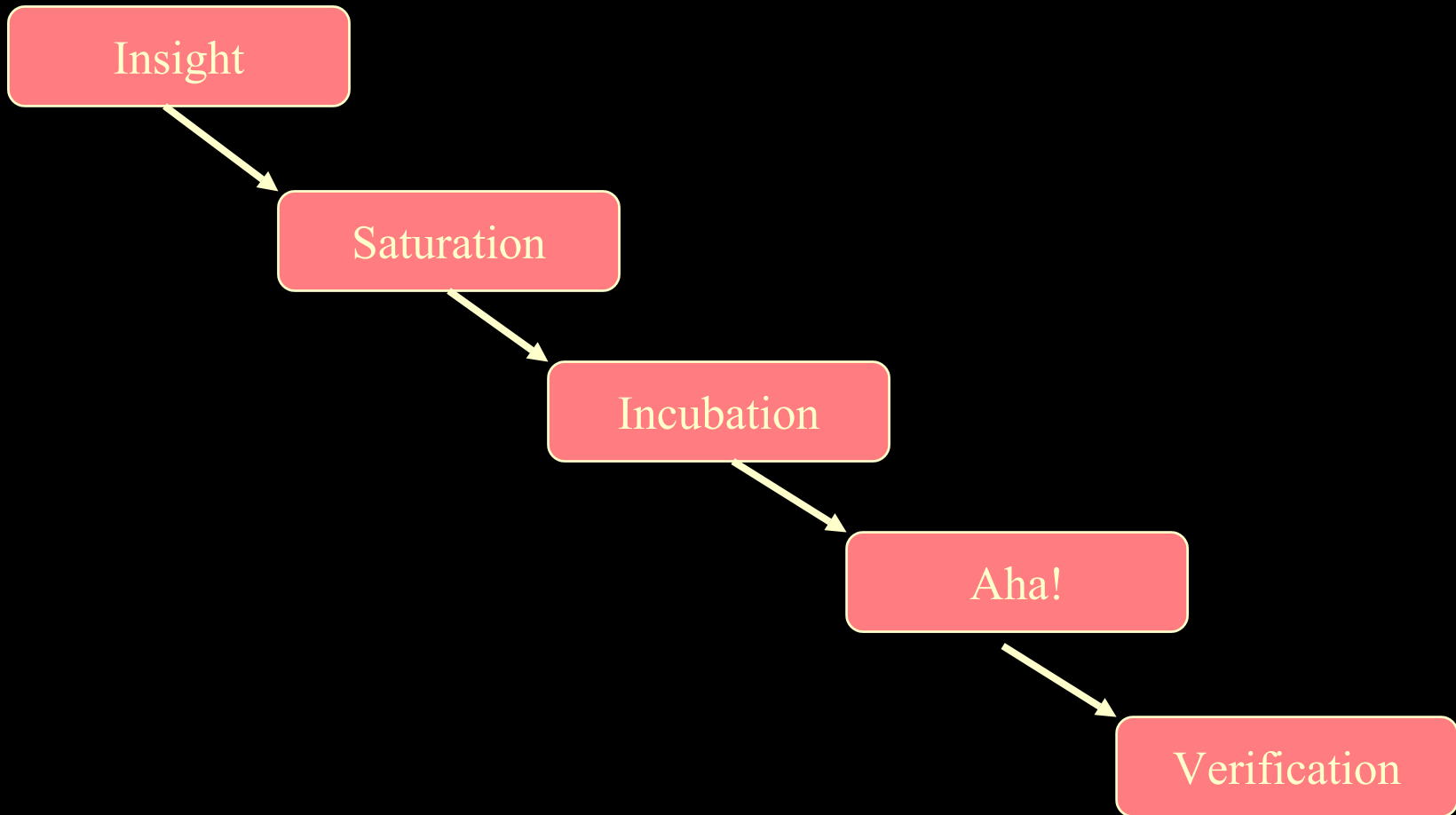
- ▶ There was a need
- ▶ Not tied to existing ways of thought
- ▶ Idea occurred while performing an expert skill
- ▶ Expert in several skills
- ▶ Melded different technologies to create solutions
- ▶ Courage to pursue



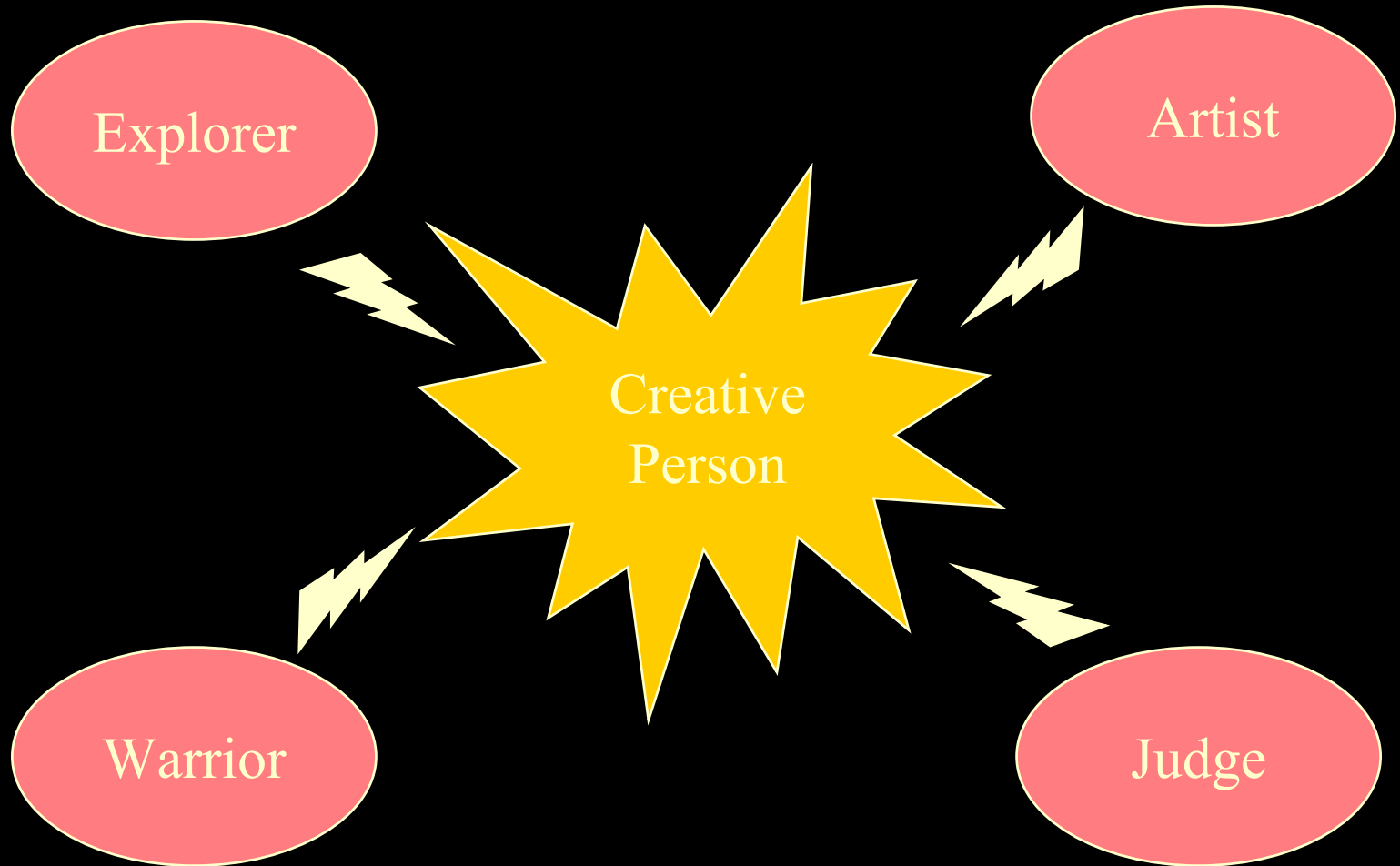
Expertise in several fields
increases probability of
creative behavior!

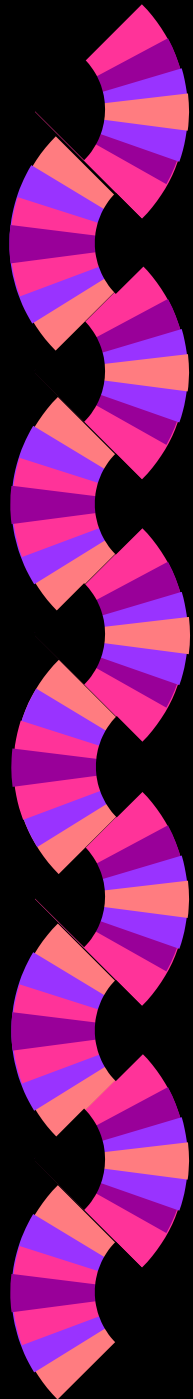


Creative Process



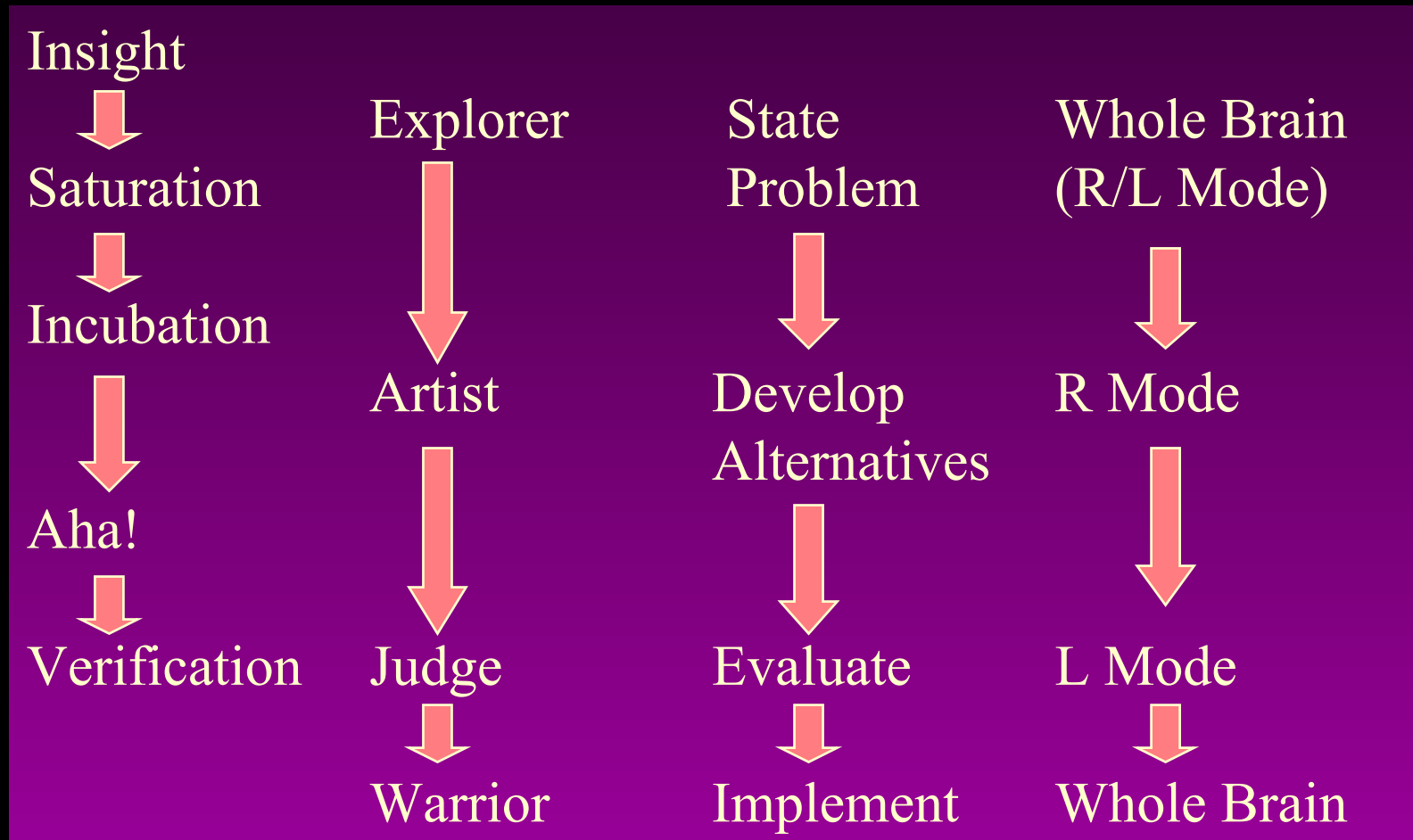
Creative Person





Models

Thinking Style





Questions

- ▶ Are you driven by improper forces?
- ▶ Have you equated luck with skill?
- ▶ Do you have the “Franklin Paradigm” for your business?
- ▶ Are you ready for the arctic environment of the future?
- ▶ Will you take the new technology and innovations with you but not utilize their full potential/
- ▶ Where are you in the creative process?
- ▶ Will you carry silver spoons into an environment in which there is no need for spoons?



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